

VIII. ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT STRATEGIES

As predicted in the City's 1991 *Comprehensive Plan*, increasing traffic congestion inside Interstate Highway Loop 635 provided the impetus for the City of Carrollton, through its Office of Economic Development, to aggressively implement programs to encourage industries to locate within the City boundaries. With its success, however, rose the challenges of integrating uses, maintaining quality without discouraging investment, and promoting reinvestment in both residential and non-residential districts.

While the presence of commercial and industrial uses are vital components of a strong and diversified economy, a community's sustainability is largely dependent on the location of these land uses and the quality of the built environment. Strong relationships between residential and commercial/industrial districts, their proximity to major employment centers, and high standards of development quality are what give communities their identity - a critical concept for the success of any economic development initiative.

Examples of this type of focused reinvestment occurring within the City include: the multi-modal transit development planning at the City's DART light rail stations; the revitalization of the Belt Line Road Corridor and Old Downtown Carrollton; and revitalization of aging commercial centers and their connectivity to existing neighborhoods. Opportunities for new growth are being presented in Northeast Carrollton (the corporate commercial area), West Carrollton (adjacent to IH-35E), and along the PGBT. These and other future efforts should be encouraged through this *Comprehensive Plan*.

Following are policies in support of the continued economic development efforts, which will promote short- and long-term sustainability within the City of Carrollton.

ECONOMIC DEVELOPMENT POLICIES

COMMERCIAL

- ED-1 Designate redevelopment areas and provide incentives for redevelopment.
- ED-2 Encourage a full array of retail and service opportunities, thus reducing the need to purchase goods and services outside the community.
- ED-3 Encourage the retention/expansion of existing retailers and attract new retailers to Carrollton by providing a sufficient supply of sites designated for commercial uses in accordance with the *Comprehensive Plan*.
- ED-4 Provide relevant demographic information about the area in order to promote commercial locations in Carrollton.
- ED-5 Assist in the redevelopment of commercial areas through programs and private efforts to upgrade older non-residential areas.
- ED-6 Utilize an interdisciplinary team to respond quickly to information requests related to business and industry prospects, as they pertain to City infrastructure, utilities, zoning, and building plans.
- ED-7 Identify barriers to reinvestment in established commercial areas.
- ED-8 Encourage retail and commercial activity at locations consistent with the *Comprehensive Plan* and which meet the City’s planning and design criteria.
- ED-9 Support downtown activities and encourage appropriate new businesses, which support the City in the region.
- ED-10 Provide economic incentives for smaller/local businesses as part of business retention and new business attraction programs.
- ED-11 Create and maintain an adequate tax base to meet the City’s needs and to provide for public amenities and services.
- ED-12 Provide the opportunity for redevelopment of neighborhood-scale commercial goods and services at strategic locations throughout the City through appropriate implementation techniques, such as zoning.
- ED-13 Balance the level of service for cars and pedestrians in appropriate locations.
- ED-14 Ensure incentives offered to businesses are based upon the level of benefit to the City and the principle of sharing future revenue from the development rather than pledging existing general revenue funds.

- ED-15 Initiate and support efforts to obtain outside funds for economic development, including grants, which would result in attracting independently-owned and operated retail businesses as well as niche retailers desired by local residents.
- ED-16 Collaborate with desirable commercial, office, and light industrial development to ensure that adequate transportation planning and site development policies are implemented to benefit the development site and the surrounding area.
- ED-17 The City’s Office of Economic Development should continue to provide assistance to existing and new companies seeking financial assistance; however, their mandate should be expanded to include the attraction and retention of commercial businesses.

INDUSTRIAL

- ED-18 Create strategies for economic development which consider the social and economic well-being of the citizens.
- ED-19 Pursue a diversified light-industrial, high-technology, manufacturing, research, and office economic base providing jobs that will be known for emphasizing quality over quantity.
- ED-20 Analyze estimated revenues and projected costs associated with proposed development in accordance with the *Comprehensive Plan*.
- ED-21 Support the City’s business park areas as identified in the Land Use Element, through provision of City services and timely processing of proposed plans.
- ED-22 Encourage the retention and expansion of existing employers and attract new employers by providing a sufficient supply of sites designated for employment uses and by providing current demographic information.
- ED-23 Create a high-quality working environment through the beautification of major transportation corridors and the provision of trails, open lands, and alternative transportation choices to all business areas.
- ED-24 Work with DART and TxDOT to increase available alternative transportation options for pedestrians, bicyclists, bus riders, and future light rail riders and/or passenger heavy rail riders.
- ED-25 Annually review business taxation practices to ensure the City is not creating a disincentive to business investment and reinvestment.
- ED-26 Cooperate with the counties and neighboring cities to identify capital investments of regional benefit and support economic development.

- ED-27 Ensure a balance of economic-generating activities in order to maintain viability during different economic cycles.
- ED-28 Develop adequate and efficient citywide infrastructure to serve the needs of a wide range of business and industry.
- ED-29 Promote multiple uses of public lands for a sustainable economy.
- ED-30 Continue to work with vocational and technical educational organizations to expand opportunities to meet future industry needs.
- ED-31 Expand the role of the Economic Development Department to attract and retain businesses that contribute to economic diversification, promote spin-off activities, increase tax revenues, promote small businesses enhancing the community, and improve the quality of life.
- ED-32 Establish a precedent whereby the City's *Capital Improvement Plan* is tied to the *Comprehensive Plan* thereby ensuring that public resources are effectively leveraged for private sector investment.

RESIDENTIAL

- ED-33 Monitor the provision and availability of housing at various price points to ensure a broad range of housing alternatives.
- ED-34 Encourage the provision of services to meet anticipated residential growth and a sustainable balance between residential, commercial, open space, and industrial uses.
- ED-35 Ensure the availability of neighborhood amenities including schools, parks, open space, recreational and cultural facilities.

GENERAL

- ED-36 Encourage the use of Inter-governmental Agreements (IGA) to foster regional planning efforts.
- ED-37 Coordinate economic development attraction, retention and reinvestment efforts with other City departments (e.g., Planning, Public Works, Parks and Recreation).
- ED-38 Request that City Council routinely put a report on economic development on their regular agenda.
- ED-39 Commit to diverse business interest involvement in all planning and marketing efforts.
- ED-40 Use sub-area planning to balance private sector reinvestment efforts with community and neighborhood vision.